

Grocery Retail Sales Report

By Jeet Jadeja | Last updated on 6th March 2021

1. Store Transaction

2. Store Financials

3. Profit and loss Analysis

4. Recommendations

5. Item Basket Analysis

6. Category Basket Analysis

Transactions Table

3/16/2016

10/13/2019

Day of Week Na...

All

Quarter

All

Hour

0

23

Transaction ID	Date & Time	Hour of Day	Units Sold	Total Buying Price	Total Selling Price	Profit	Payment
<div>+ 0000fbae-88c4-41ce-9f58-851a4595add4</div>	5/26/2019 2:01:14 PM	14	6.77	\$13.95	\$18.29	\$4.34	magcard
<div>+ 000178df-39b5-49b1-948f-92d1501c29d2</div>	4/21/2016 4:18:19 AM	4	2.13	\$0.00	\$7.49	\$7.49	cash
<div>+ 0001c063-2d32-4380-9db6-de20c5b48f59</div>	1/16/2017 1:54:07 AM	1	2.36	\$7.23	\$7.70	\$0.48	cash
<div>+ 0001c2b6-9d89-4355-84e3-41269c0e82e6</div>	5/16/2016 12:22:12 AM	0	4.16	\$4.36	\$10.87	\$6.51	cash
<div>+ 0001cbcd-b03b-43c8-8957-3bb40fcb33a6</div>	7/19/2019 9:42:37 AM	9	1.59	\$0.64	\$3.32	\$2.68	cash
<div>+ 0001e939-8ab2-4ba5-af8e-dcc35d194907</div>	8/23/2016 6:36:15 AM	6	7.32	\$8.40	\$18.96	\$10.56	magcard
<div>+ 00021ef0-419b-459e-a246-b9be69df36c6</div>	12/11/2016 2:25:52 AM	2	2.65	\$0.00	\$7.45	\$7.45	cash
<div>+ 0002240d-a21c-4ee7-b68b-e321776a2335</div>	6/18/2019 12:57:31 PM	12	1.45	\$3.76	\$6.96	\$3.20	cash
<div>+ 00029577-b488-4875-92c3-e0894cfac391</div>	11/5/2016 12:46:00 AM	0	1.58	\$1.00	\$4.96	\$3.96	cash
<div>+ 0002a81e-5e13-4e0f-95fd-2f4a46c997fb</div>	1/25/2017 10:24:42 PM	22	4.35	\$0.80	\$11.83	\$11.03	cash
<div>+ 0002d6fc-1efa-43de-ba27-a683a1ee7ab8</div>	5/20/2018 5:28:28 PM	17	3.86	\$5.57	\$10.32	\$4.75	cash
<div>+ 00031cf2-f47b-4489-8d38-0c7be104a615</div>	4/12/2016 7:46:00 AM	7	5.09	\$3.13	\$19.20	\$16.07	magcard
<div>+ 000321da-e88c-4156-ab78-ea46cbf178ed</div>	5/8/2017 2:05:04 PM	14	0.69	\$0.54	\$3.04	\$2.50	cash
<div>+ 00032d46-cf9e-4b0b-b003-2f6bb5ab3e85</div>	5/2/2017 1:33:13 PM	13	1.14	\$2.57	\$2.85	\$0.29	cash
<div>+ 000376a6-21aa-4aff-8ae6-aab9aa5c9029</div>	8/1/2017 1:47:42 PM	13	6.00	\$9.50	\$14.98	\$5.48	magcard
<div>+ 000446cb-6aba-4a63-9bcf-660d7ffeaae7</div>	9/21/2016 10:38:51 PM	22	2.69	\$0.00	\$6.88	\$6.88	cash
<div>+ 00046d12-498b-4a20-93aa-e283e4bf7019</div>	2/22/2018 3:18:34 PM	15	3.62	\$4.12	\$12.38	\$8.26	cash
<div>+ 0004ba93-5c26-4fdb-9f6d-010d29678e4e</div>	12/16/2016 11:49:53 PM	23	7.22	\$12.59	\$20.04	\$7.46	cash
Total	3/16/2016 11:15:39 PM	0	596,157.15	\$659,023.07	\$1,902,920.85	\$1,243,897.78	cash

181.97K

Count of Transaction ID

\$0.66M

Total Buying Price

\$1.90M

Total Selling Price

\$1.24M

Profit

Transaction Analysis

Date

3/16/201610/13/2019

Month

Multiple selec... ▾

Category

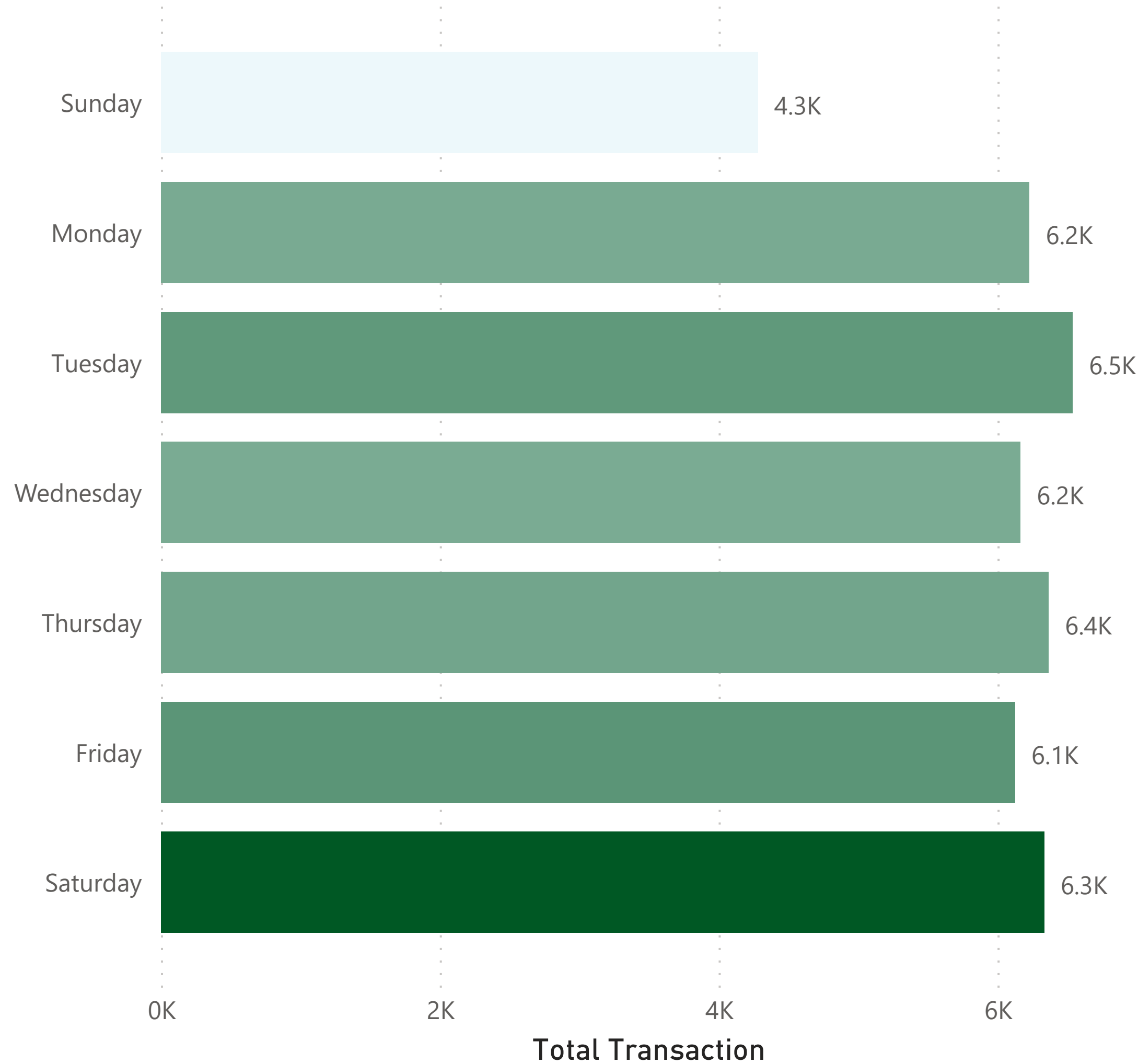
All ▾

Hour

023

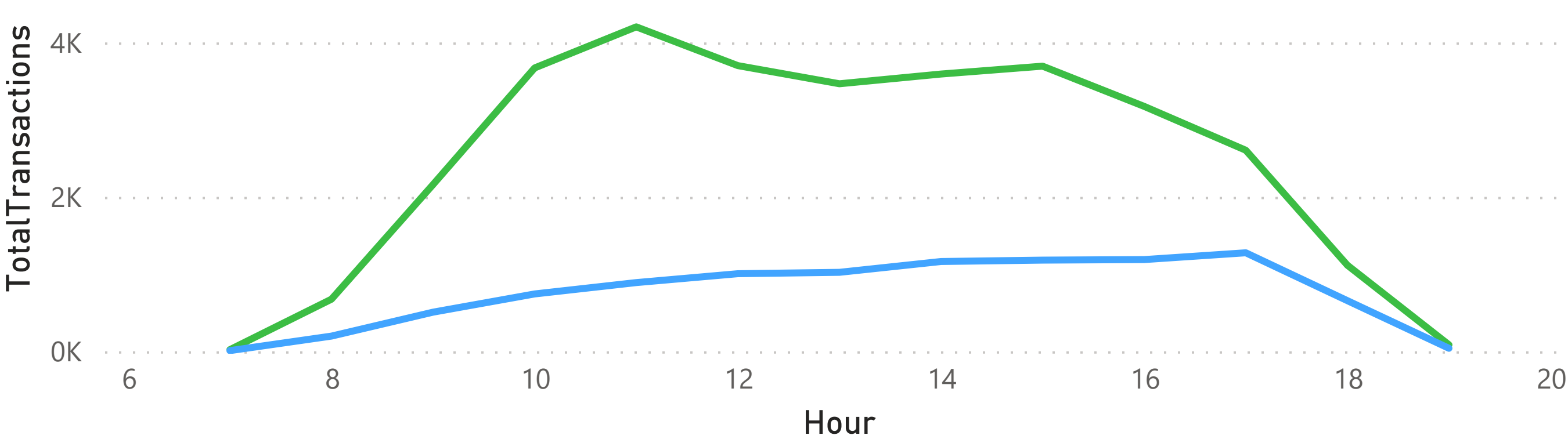
Total Transaction by Day of Week

Profit \$31.50K\$53.12K



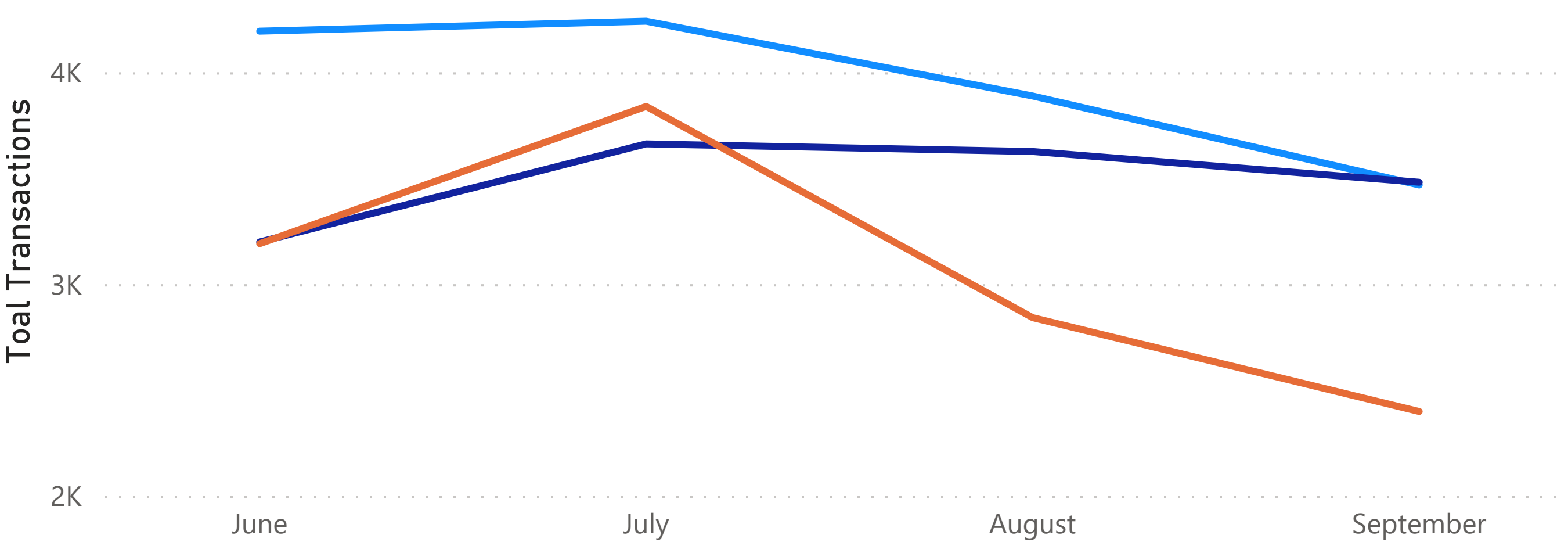
TotalTransactions by Hour and Payment

Payment ● cash ● magcard



Toal Transactions by Month and Year

Year ● 2017 ● 2018 ● 2019



Individual Item Analysis

Category

capsicum

Date

3/16/2016

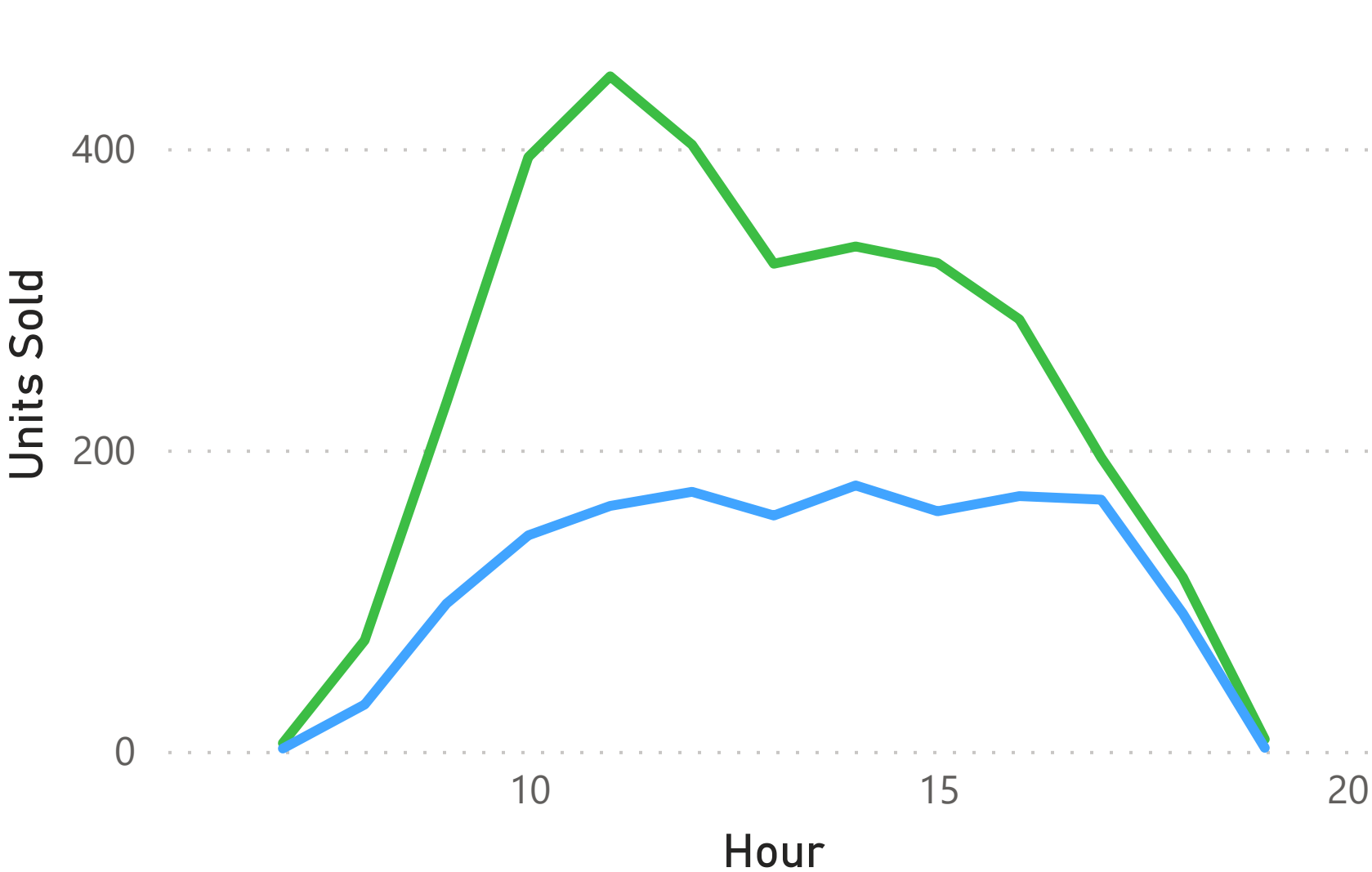
10/13/2019

\$0.00	\$5.06	\$5.06
Unit Buying Price	Unit Selling Price	Unit Price Margin
\$33,903.55	\$33,903.55	6,724.32
Total Selling Price	Profit	Units Sold

Year	Total Buying Price	Total Selling Price	Profit
2017	\$0.00K	\$10.46K	\$10.46K
Qtr 3	\$0.00K	\$2.94K	\$2.94K
Qtr 4	\$0.00K	\$2.65K	\$2.65K
Qtr 2	\$0.00K	\$2.47K	\$2.47K
Qtr 1	\$0.00K	\$2.40K	\$2.40K
2019	\$0.00K	\$7.87K	\$7.87K
Qtr 2	\$0.00K	\$2.65K	\$2.65K
Qtr 1	\$0.00K	\$2.62K	\$2.62K
Qtr 3	\$0.00K	\$2.33K	\$2.33K
Qtr 4	\$0.00K	\$0.26K	\$0.26K
2018	\$0.00K	\$7.81K	\$7.81K
Qtr 4	\$0.00K	\$2.14K	\$2.14K
Qtr 1	\$0.00K	\$2.06K	\$2.06K
Total	\$0.00K	\$33.90K	\$33.90K

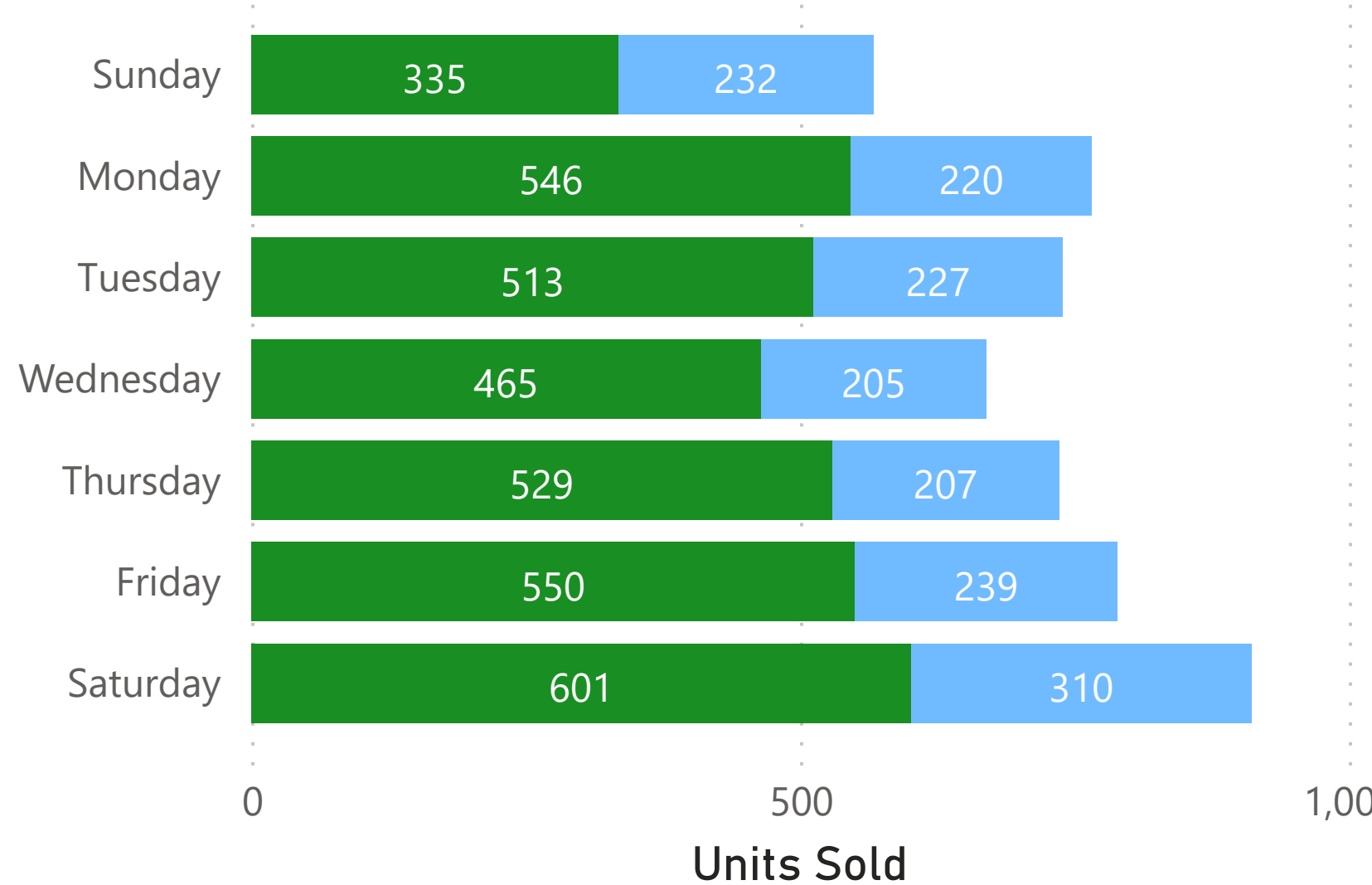
Units Sold by Hour and Payment

Payment ● cash ● magcard



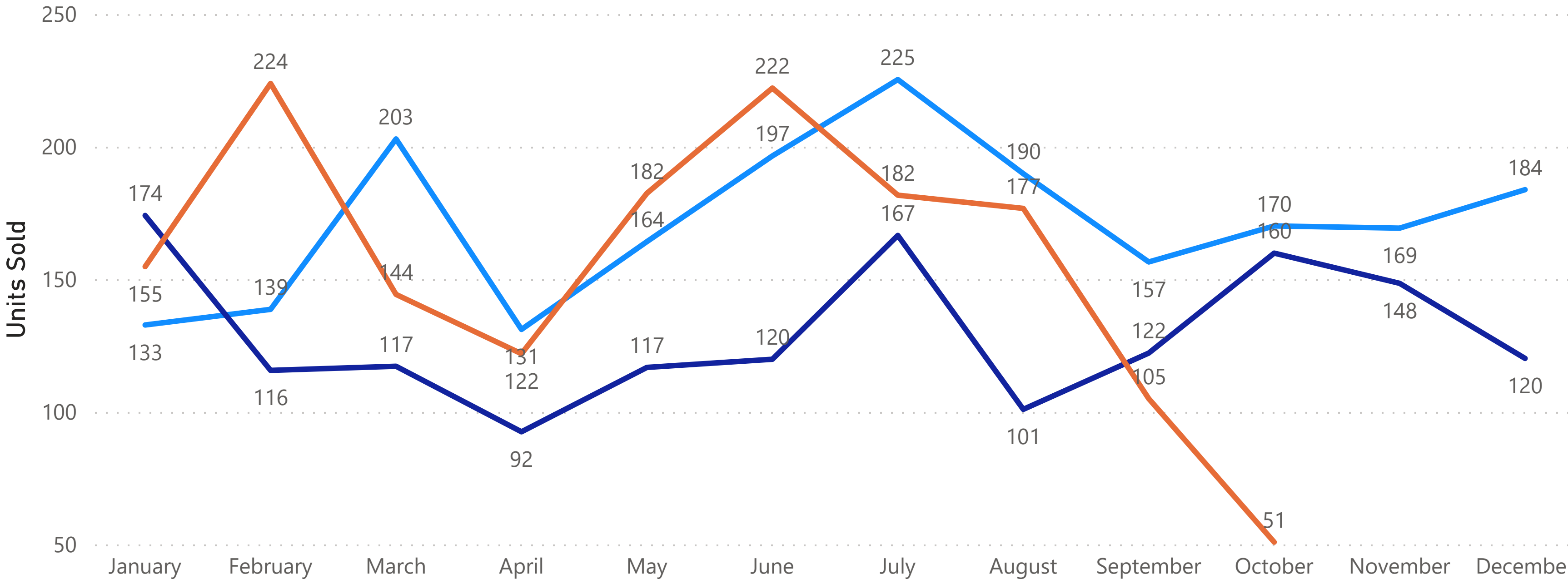
Total Units Sold by Day of Week

Payment ● cash ● magcard



Units Sold by Month and Year

Year ● 2017 ● 2018 ● 2019



Financials Table

By Year

Year	Total Buying Price	Total Selling Price	Profit
☰ 2017	\$189.52K	\$564.95K	\$375.44K
⊕ Qtr 1	\$49.81K	\$160.45K	\$110.64K
⊕ Qtr 4	\$48.45K	\$143.35K	\$94.90K
⊕ Qtr 2	\$43.07K	\$129.99K	\$86.92K
⊕ Qtr 3	\$48.18K	\$131.16K	\$82.98K
☰ 2018	\$182.07K	\$514.16K	\$332.10K
⊕ Qtr 1	\$48.16K	\$152.35K	\$104.19K
⊕ Qtr 4	\$43.39K	\$121.32K	\$77.93K
⊕ Qtr 2	\$42.90K	\$118.86K	\$75.96K
⊕ Qtr 3	\$47.62K	\$121.64K	\$74.02K
☰ 2016	\$153.60K	\$433.78K	\$280.18K
⊕ Qtr 4	\$57.69K	\$159.81K	\$102.12K
⊕ Qtr 3	\$53.20K	\$146.71K	\$93.51K
⊕ Qtr 2	\$42.71K	\$127.26K	\$84.55K
☰ 2019	\$123.17K	\$358.17K	\$235.01K
⊕ Qtr 1	\$38.06K	\$121.43K	\$83.37K
⊕ Qtr 2	\$44.31K	\$126.86K	\$82.55K
⊕ Qtr 3	\$40.80K	\$109.88K	\$69.09K
Total	\$648.35K	\$1,871.07K	\$1,222.72K

Quarter

All

4/1/2016

9/30/2019

By Category and Item

Category	Units Sold	Unit Buying Price	Unit Selling Price	Unit Price Margin	Total Buying Price	Total Selling Price	Profit
⊕ capsicum	6.57K	\$0.00	\$5.06	\$5.06	\$0.00K	\$33.14K	\$33.14K
⊕ Cucumbers	15.27K	\$0.00	\$3.46	\$3.46	\$0.00K	\$38.97K	\$38.97K
⊕ markdown bag	2.14K	\$0.00	\$1.00	\$1.00	\$0.00K	\$2.14K	\$2.14K
⊕ Pumpkins	16.84K	\$0.00	\$1.99	\$1.99	\$0.04K	\$33.51K	\$33.47K
⊕ Herbs	17.04K	\$0.00	\$2.85	\$2.84	\$0.11K	\$38.67K	\$38.56K
⊕ Other Fruits	8.70K	\$0.05	\$8.07	\$8.03	\$1.30K	\$46.51K	\$45.21K
⊕ Cut Veggies	12.33K	\$0.16	\$2.23	\$2.06	\$2.00K	\$27.47K	\$25.47K
⊕ Other Vegies	42.84K	\$0.33	\$5.01	\$4.68	\$23.13K	\$159.43K	\$136.30K
⊕ Apples	29.11K	\$0.34	\$3.40	\$3.06	\$10.72K	\$99.08K	\$88.36K
⊕ Grapes	13.56K	\$0.37	\$4.17	\$3.80	\$4.91K	\$55.89K	\$50.98K
⊕ Stonefruits	17.95K	\$0.38	\$3.45	\$3.08	\$7.18K	\$61.43K	\$54.25K
⊕ carrots	10.85K	\$0.39	\$1.60	\$1.20	\$5.81K	\$16.93K	\$11.12K
⊕ Fruits	5.67K	\$0.44	\$2.92	\$2.49	\$1.49K	\$14.77K	\$13.28K
⊕ Bunch Vegies	29.00K	\$0.52	\$2.43	\$1.91	\$15.73K	\$69.74K	\$54.01K
⊕ Tropical Fruits	10.49K	\$0.59	\$5.50	\$4.91	\$6.64K	\$48.01K	\$41.37K
⊕ Pastas	4.61K	\$0.73	\$1.27	\$0.54	\$3.22K	\$5.56K	\$2.34K
⊕ Onions	20.80K	\$0.84	\$4.79	\$3.95	\$22.73K	\$77.67K	\$54.94K
⊕ Berries	9.04K	\$0.90	\$2.99	\$2.09	\$8.12K	\$26.94K	\$18.82K
Total	586.28K	\$1.12	\$3.97	\$2.86	\$648.35K	\$1,871.07K	\$1,222.72K

Profit and Loss Table

Date

3/16/2016

10/13/2019

Unit Price Margin

(\$20.00)

\$25.00

Unit Selling Price

\$0.00

\$53.00

Unit Buying Price

All

1242

Items with Profit Margin

\$1.26M

Profit

24

Items with Loss Margin

(\$12.08K)

Profit

Product with Profit Margin

Item	Category	Unit Buying Price	Unit Selling Price	Unit Price Margin	Units Sold	Profit	
+	Zucchini Lebanese	Other Vegies	\$0.00	\$3.49	\$3.49	0.01K	\$0.02K
+	Zucchini green	Other Vegies	\$0.00	\$3.50	\$3.50	4.51K	\$15.77K
+	Zesty Lemon Black Tea 465ml	Groceries-Dry Goods	\$1.83	\$3.50	\$1.67	0.00K	\$0.01K
+	Zafarelli	Bunch Vegies	\$1.00	\$1.50	\$0.50	0.03K	\$0.01K
+	Yellow Split Peas 500g	Groceries-Dry Goods	\$1.40	\$1.99	\$0.59	0.08K	\$0.04K
+	Yellow Mustard seeds 100g	Groceries-Dry Goods	\$0.00	\$2.99	\$2.99	0.01K	\$0.02K
+	Yam	Potatoes	\$0.00	\$10.00	\$10.00	0.01K	\$0.10K
+	Yahaposha 200g	Groceries-Dry Goods	\$1.00	\$1.99	\$0.99	0.07K	\$0.07K
+	ya pears	Pears	\$0.00	\$3.99	\$3.99	0.03K	\$0.12K
+	wombok half	Cut Veggies	\$2.00	\$2.50	\$0.50	1.00K	\$0.50K
Total		Apples	\$1.00	\$4.14	\$3.14	541.24K	\$1,255.98K


Product with Loss Margin

Item	Category	Unit Buying Price	Unit Selling Price	Unit Price Margin	Units Sold	Loss incurred
⬆						
⊕ Apple Granny Smith 1kg bag	Apples	\$3.00	\$2.69	(\$0.31)	0.02K	(\$0.01K)
⊕ Artichoke 2 For 3	Multi buy	\$3.60	\$3.00	(\$0.60)	0.09K	(\$0.06K)
⊕ Avocado Hass Medium	Avocadoes	\$3.00	\$1.99	(\$1.01)	4.46K	(\$4.50K)
⊕ Baby Spinach 100g	Lettuces	\$1.50	\$1.49	(\$0.01)	0.01K	(\$0.00K)
⊕ Banana Cavendish	Bananas	\$2.00	\$1.99	(\$0.01)	43.16K	(\$0.43K)
⊕ bitter melon	Asian Vegies	\$5.00	\$4.50	(\$0.50)	0.85K	(\$0.42K)
⊕ Brown Onion 1Kg	Onions	\$1.50	\$1.20	(\$0.30)	0.41K	(\$0.12K)
⊕ Cabbage Wombok	Cabbages	\$3.75	\$1.50	(\$2.25)	2.19K	(\$4.93K)
⊕ cherry Truss tomato	Tomatoes	\$3.50	\$3.00	(\$0.50)	0.03K	(\$0.02K)
⊕ choy sum 2 for \$	Multi buy	\$2.00	\$1.99	(\$0.01)	1.07K	(\$0.01K)
⊕ Cocktail Tomatoes	Tomatoes	\$2.50	\$2.49	(\$0.01)	0.01K	(\$0.00K)
Total	Apples	\$2.38	\$2.15	(\$0.24)	54.92K	(\$12.08K)
<						>

Profit Loss Analysis

Date


3/16/2016 10/13/2019



A horizontal timeline with two circular endpoints. The left endpoint is positioned below the date '3/16/2016' and the right endpoint is positioned below the date '10/13/2019'. A solid horizontal line connects the two circles.


Unit Price Margin

(\$20.00) \$25.00



Unit Selling Price


\$0.00	\$53.00
--------	---------



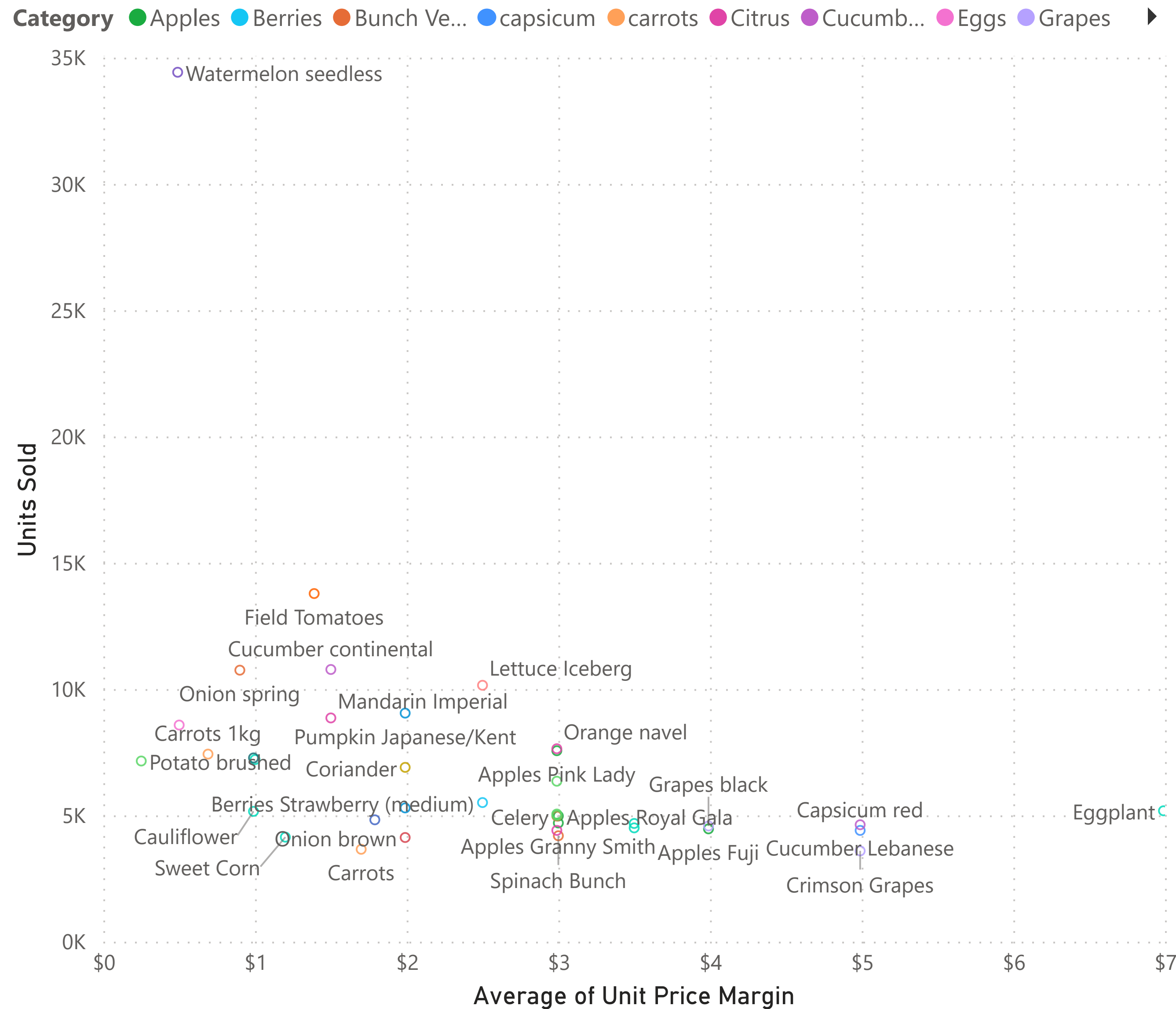
A horizontal line with two circles at each end, representing a range or interval.

Unit Buying Price

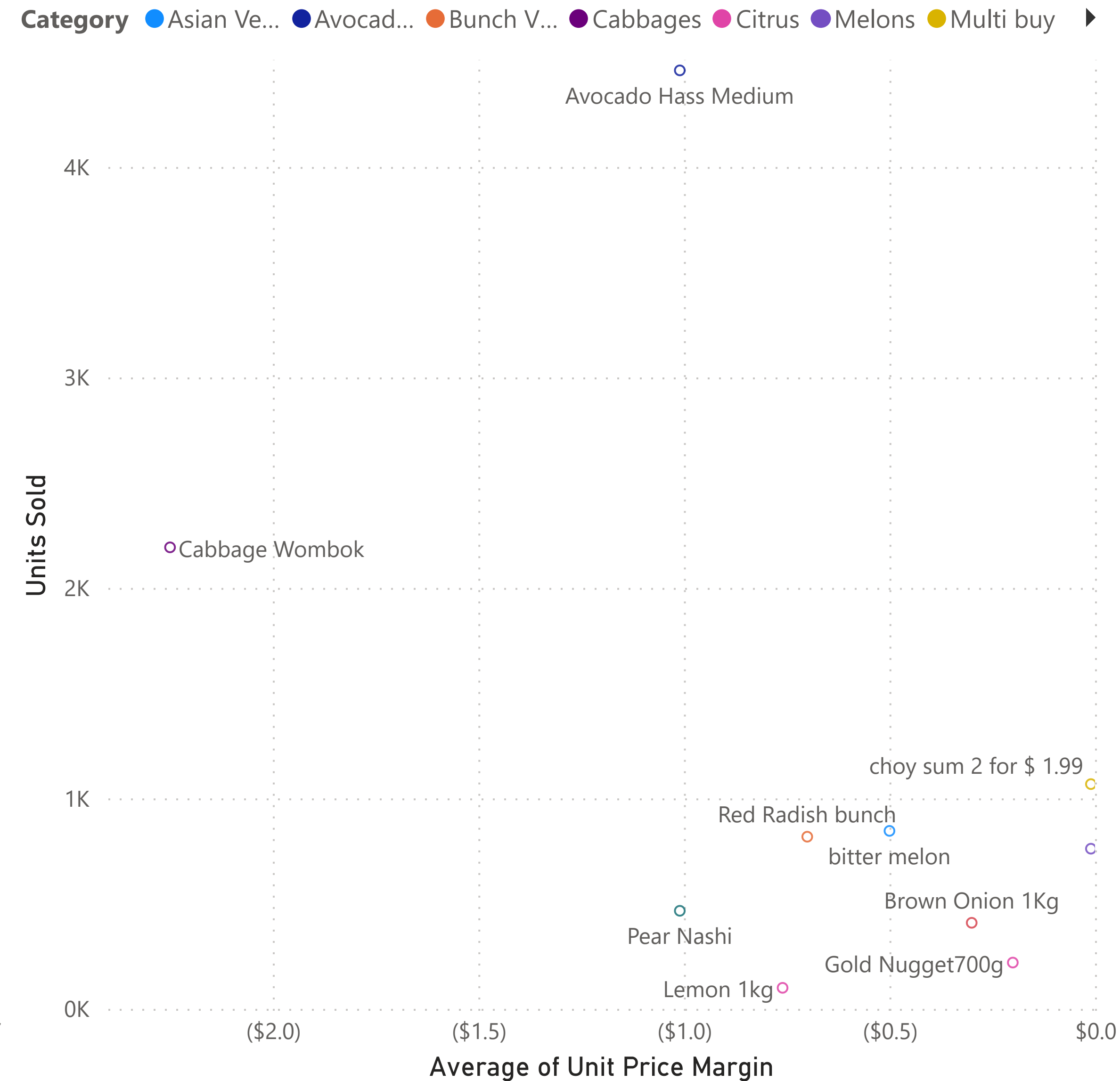
\$0.00 \$45.00

A horizontal number line with two circles at the ends, representing a range from \$0.00 to \$45.00. The line is black and the circles are white with black outlines. The text "\$0.00" and "\$45.00" is positioned above the line, corresponding to the two circles.

Top 40 Profit Margins Items by Units Sold



Items with Loss Margin with more than 100 units s



Which items should be considered for price reduction?

Purpose :
to know which items are not having low sales .

Focused Question :
Which items customers are not buying and therefore selling those items in sale in lesser price to get rid to old stock .

Columns : Items, units sold, profit

Visuals to make : Table

Recommendation :
Since these items are not bought by customers frequently/ having less sales should be considered for price reduction and to be offered to the customers so as to get rid of the old stock .

Date		Unit Price Margin		
7/9/2016	10/13/2019	(\$20.00)	\$25.00	
Item	Units Sold	Unit Buying Price	Count of Transaction ID	Profit
Grapefruit yellow	0.67	\$0.00	2	\$2.12
Apple & Blackcurrent Juice 350ml	1.00	\$1.62	1	\$1.88
Brown Sugar 1kg	1.00	\$1.60	1	\$1.00
Bruschetta ai peperoni	1.00	\$4.00	1	\$0.99
Buk choy	1.00	\$0.50	1	\$0.90
Chicken Noodless cup 70g	1.00	\$0.00	1	\$1.49
Coconut Milk Pow1kg Arali	1.00	\$10.68	1	\$2.82
Derana Ginger Preserve 450g	1.00	\$3.95	1	\$1.20
Derana white keeri samba 5kg	1.00	\$13.60	1	\$3.90
Dried Anguluwa sera	1.00	\$3.10	1	\$1.40
Ginger Tea 200g	1.00	\$0.00	1	\$5.50
Hot and Spicy Mix	1.00	\$2.28	1	\$1.36
Kithul Jaggary 450g	1.00	\$5.90	1	\$2.60
Lakmalu Katta off Cut	1.00	\$5.50	1	\$2.00
Lakmalu Maldivefish 100g	1.00	\$4.25	1	\$1.25
Lakmalu Mora 175g	1.00	\$5.25	1	\$1.74
Mithas 5kg	1.00	\$12.00	1	\$3.00
Total	547,049.25	\$674,287.27	163673	\$1,140,161.63

Which items generated the most profit ?

Purpose :

to know which items are generating most profits .

Focused Question :

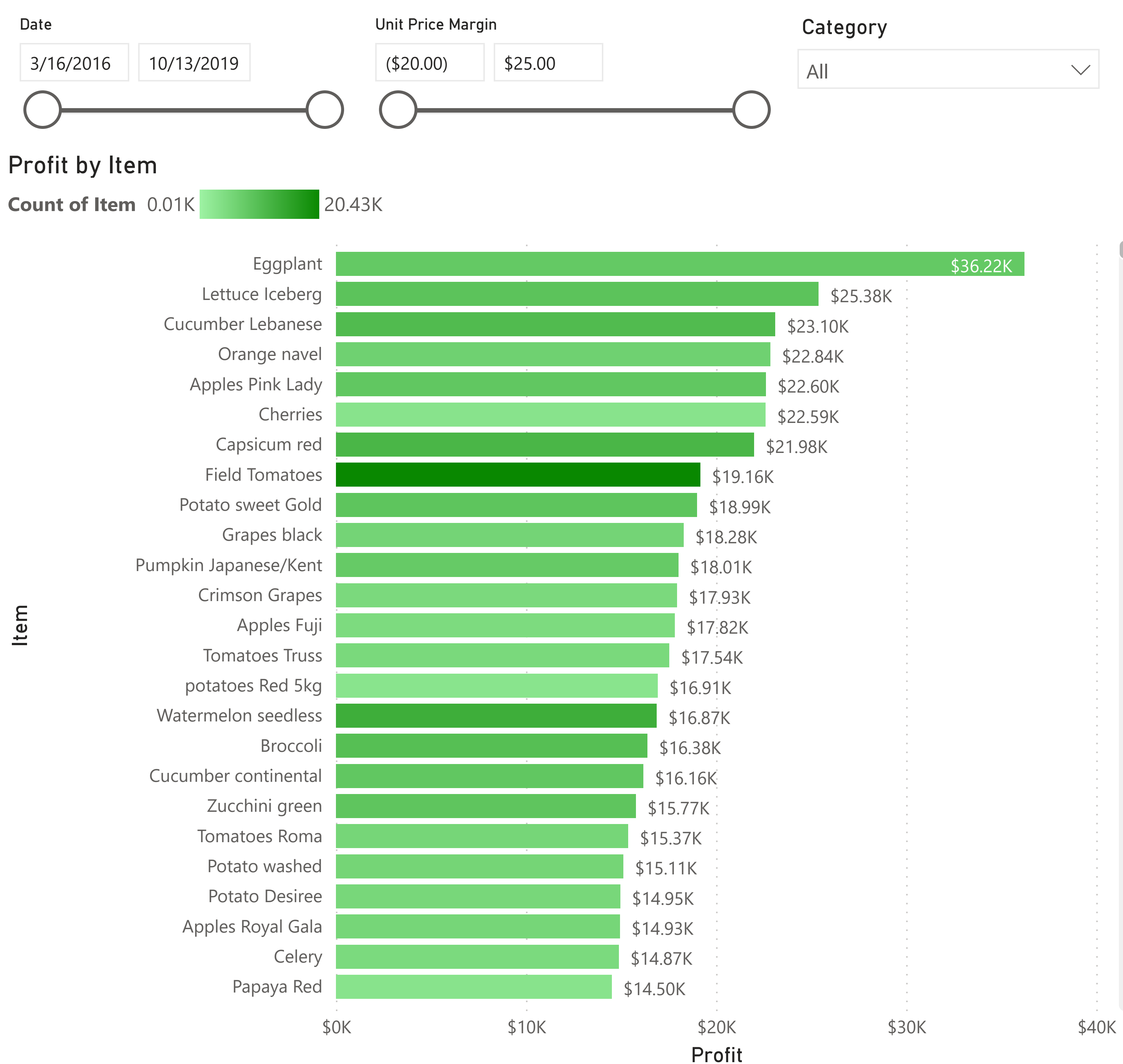
Which items customers are most buying and are profitable.

Columns : Items, category, units sold, profit

Visuals to make : Table

Recommendation :

This data helps to know the items that most and least profit generating and by what percentage .



What patterns do we notice in our sales for items purchased with Magcard vs Cash?

Purpose :
to know the difference in pattern between the card and cash payment.

Columns : units sold, hour

Visuals to make : Line chart

Recommendation :
So from this chart it is known that there are a lot many card payments than that of card payments .

Hour

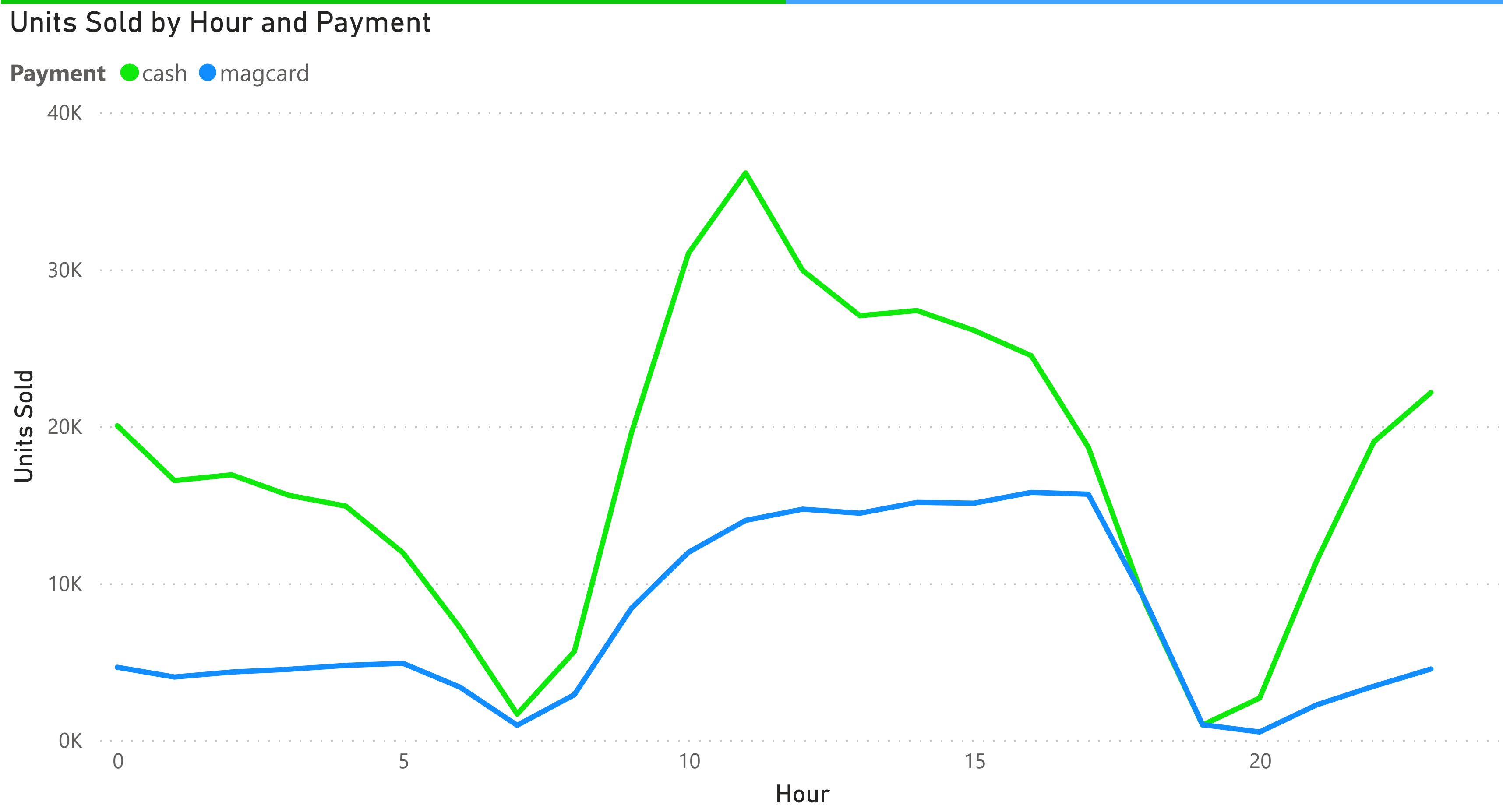
0

23

Date

3/16/2016

10/13/2019



Item Basket Analysis

Basket	Confidence Item 1 -> Basket	Confidence Item 2 -> Basket	Lift	Support basket
Field Tomatoes – Cucumber Lebanese	11.54%	22.36%	1.99	1.30%
Field Tomatoes – Capsicum red	10.10%	17.95%	1.60	1.13%
Field Tomatoes – Broccoli	9.57%	19.83%	1.77	1.07%
Field Tomatoes – Cucumber continental	9.32%	23.06%	2.05	1.05%
Zucchini green – Capsicum red	21.85%	16.38%	3.46	1.03%
Capsicum red – Capsicum green	16.01%	33.30%	5.27	1.01%
Lettuce Iceberg – Field Tomatoes	18.88%	8.31%	1.68	0.93%
Capsicum red – Broccoli	14.44%	16.85%	2.67	0.91%
Zucchini green – Field Tomatoes	18.97%	8.00%	1.69	0.90%
Zucchini green – Broccoli	18.90%	16.52%	3.49	0.89%
Broccoli – Beans green	15.56%	21.21%	3.92	0.84%
Mandarin Imperial – Field Tomatoes	14.69%	7.44%	1.31	0.84%
Cucumber Lebanese – Capsicum red	14.31%	13.12%	2.27	0.83%
Onion spring – Field Tomatoes	16.27%	7.31%	1.45	0.82%
Field Tomatoes – Beans green	7.22%	20.41%	1.82	0.81%
Field Tomatoes – Eggplant	7.19%	18.74%	1.67	0.81%
Potato sweet Gold – Field Tomatoes	16.26%	6.96%	1.45	0.78%
Pear Packham – Field Tomatoes	18.14%	6.68%	1.62	0.75%
Field Tomatoes – Carrots 1kg	6.66%	19.88%	1.77	0.75%
Field Tomatoes – Apples Pink Lady	6.61%	16.38%	1.46	0.74%
Carrots – Broccoli	18.97%	13.60%	3.50	0.74%
Potato sweet Gold – Broccoli	15.33%	13.60%	2.83	0.74%
Onion brown – Field Tomatoes	19.04%	6.55%	1.70	0.74%
Total				

Lift

1.00

45,492.50

Support basket

0.50%

130.00%

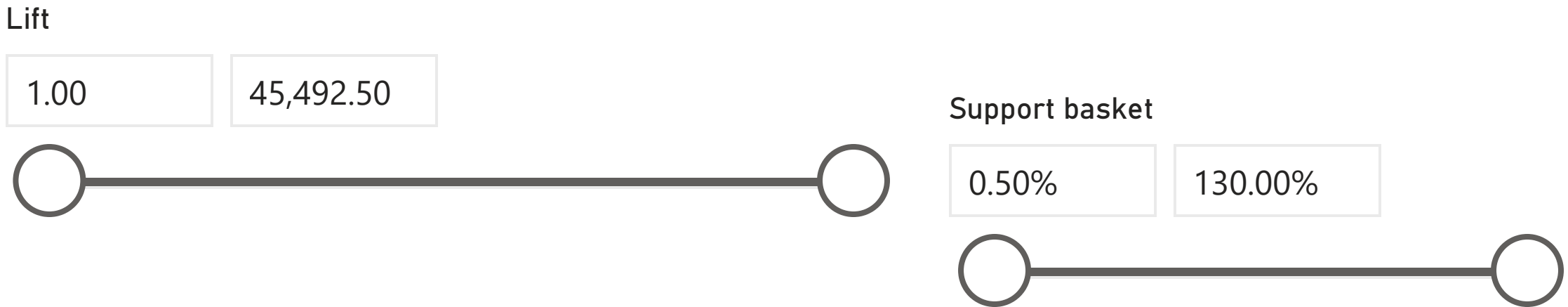
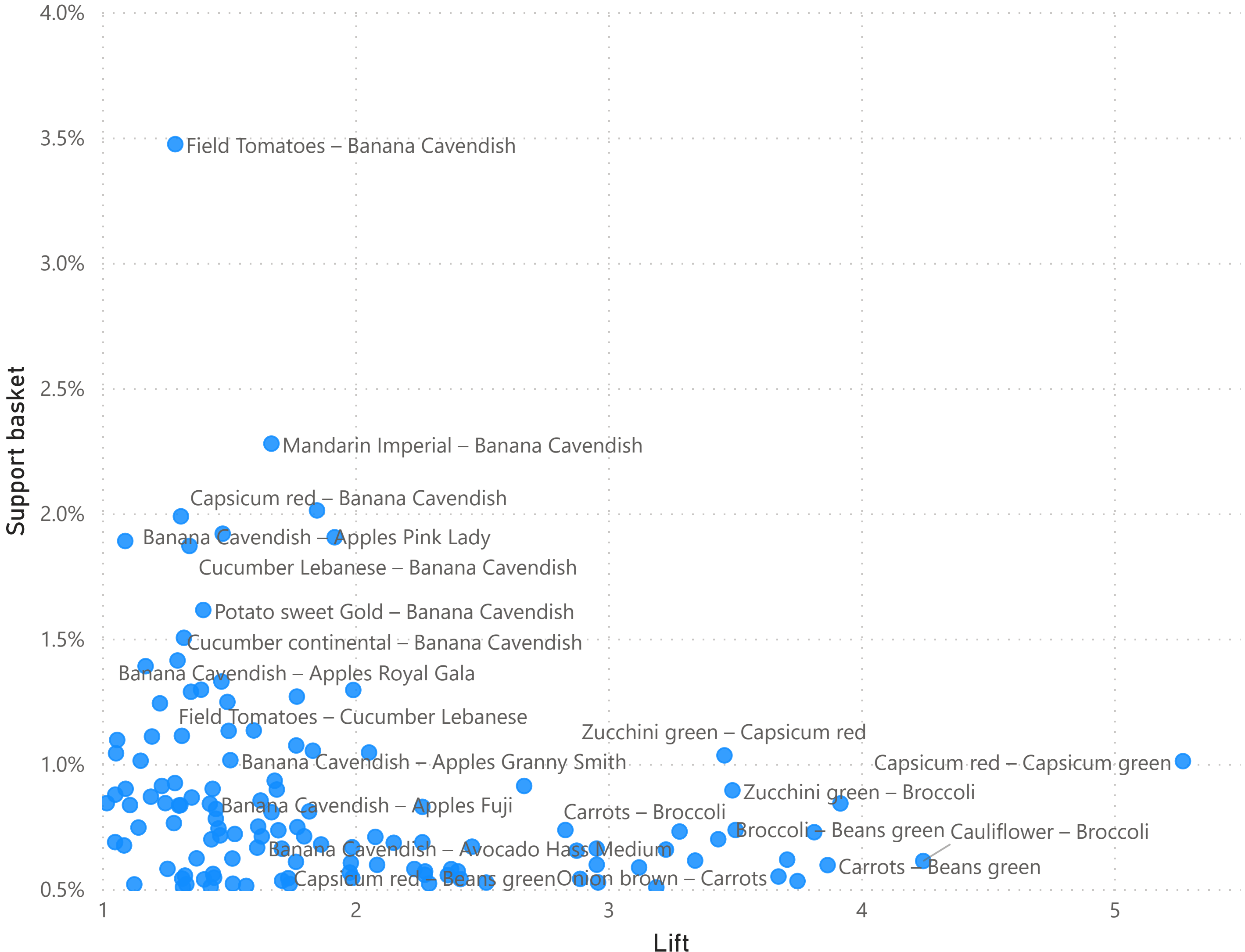


This visual does not support exporting.

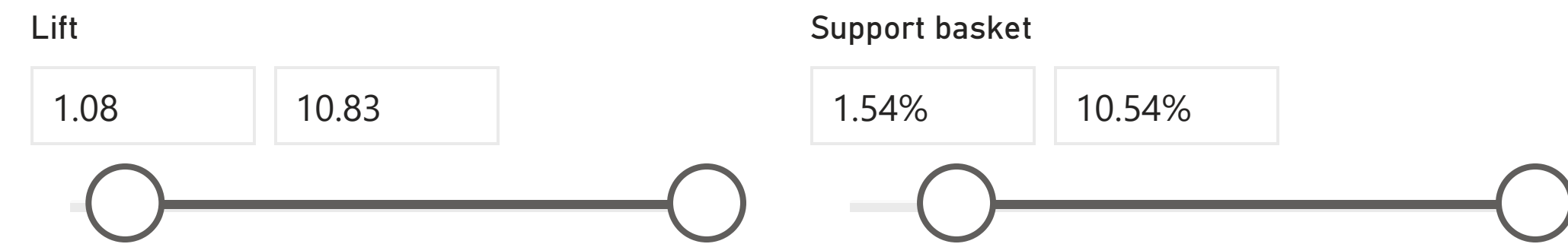
Item Basket Chart Analysis

Basket	Confidence Item 1 -> Basket	Confidence Item 2 -> Basket	Lift	Support basket ▼
Field Tomatoes – Cucumber Lebanese	11.54%	22.36%	1.99	1.30%
Field Tomatoes – Capsicum red	10.10%	17.95%	1.60	1.13%
Field Tomatoes – Broccoli	9.57%	19.83%	1.77	1.07%
Field Tomatoes – Cucumber continental	9.32%	23.06%	2.05	1.05%
Zucchini green – Capsicum red	21.85%	16.38%	3.46	1.03%
Capsicum red – Capsicum green	16.01%	33.30%	5.27	1.01%
Lettuce Iceberg – Field Tomatoes	18.88%	8.31%	1.68	0.93%
Capsicum red – Broccoli	14.44%	16.85%	2.67	0.91%
Zucchini green – Field Tomatoes	18.97%	8.00%	1.69	0.90%
Zucchini green – Broccoli	18.90%	16.52%	3.49	0.89%
Broccoli – Beans green	15.56%	21.21%	3.92	0.84%
Mandarin Imperial – Field Tomatoes	14.69%	7.44%	1.31	0.84%
Cucumber Lebanese – Capsicum red	14.31%	13.12%	2.27	0.83%
Onion spring – Field Tomatoes	16.27%	7.31%	1.45	0.82%
Field Tomatoes – Beans green	7.22%	20.41%	1.82	0.81%
Field Tomatoes – Eggplant	7.19%	18.74%	1.67	0.81%
Potato sweet Gold – Field Tomatoes	16.26%	6.96%	1.45	0.78%
Pear Packham – Field Tomatoes	18.14%	6.68%	1.62	0.75%
Field Tomatoes – Carrots 1kg	6.66%	19.88%	1.77	0.75%
Field Tomatoes – Apples Pink Lady	6.61%	16.38%	1.46	0.74%
Carrots – Broccoli	18.97%	13.60%	3.50	0.74%
Potato sweet Gold – Broccoli	15.33%	13.60%	2.83	0.74%
Onion brown – Field Tomatoes	19.04%	6.55%	1.70	0.74%
Total				

Item Basket Chart Analysis



Category Basket Analysis

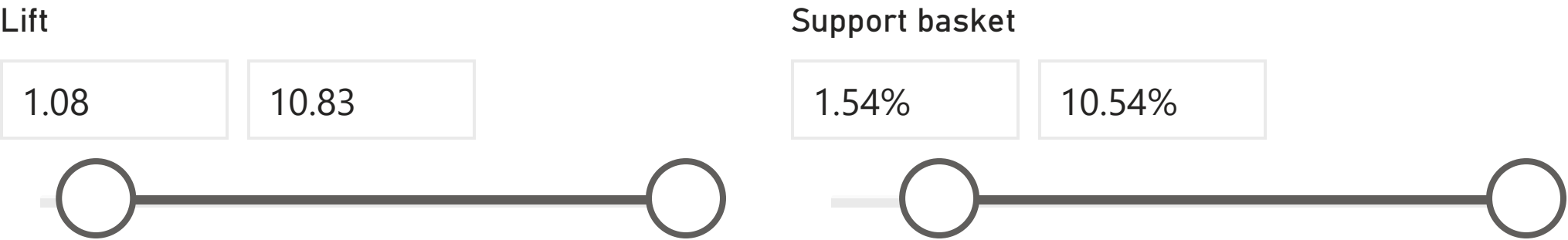


Basket ▲	Lift	Support basket
Bananas – Apples	1.54	6.53%
Berries – Bananas	1.75	1.69%
Bunch Vegies – Apples	1.08	2.72%
Bunch Vegies – Asian Vegies	1.35	1.68%
Bunch Vegies – Bananas	1.08	3.71%
capsicum – Apples	1.30	2.24%
capsicum – Bananas	1.26	2.99%
capsicum – Bunch Vegies	1.63	2.29%
carrots – Apples	1.45	1.95%
carrots – Bananas	1.43	2.63%
carrots – Bunch Vegies	1.64	1.79%
Citrus – Apples	1.58	5.72%
Citrus – Avocadoes	1.97	1.55%
Citrus – Bananas	1.44	7.17%
Citrus – capsicum	1.21	2.45%
Citrus – carrots	1.58	2.48%
Cucumbers – Apples	1.30	2.37%
Cucumbers – Bananas	1.32	3.32%
Cucumbers – Bunch Vegies	1.44	2.13%
Cucumbers – capsicum	1.83	1.88%
Cucumbers – Citrus	1.19	2.55%
Cut Veggies – Bananas	1.20	1.97%
Cut Veggies – Citrus	1.14	1.60%
Eggs – Bananas	1.13	1.65%
Grapes – Apples	1.25	2.10%
Grapes – Bananas	1.27	2.93%
Total		



This visual does not support exporting.

Category Basket Analysis Chart



Basket	Lift	Support basket
Bananas – Apples	1.54	6.53%
Berries – Bananas	1.75	1.69%
Bunch Vegies – Apples	1.08	2.72%
Bunch Vegies – Asian Vegies	1.35	1.68%
Bunch Vegies – Bananas	1.08	3.71%
capsicum – Apples	1.30	2.24%
capsicum – Bananas	1.26	2.99%
capsicum – Bunch Vegies	1.63	2.29%
carrots – Apples	1.45	1.95%
carrots – Bananas	1.43	2.63%
carrots – Bunch Vegies	1.64	1.79%
Citrus – Apples	1.58	5.72%
Citrus – Avocadoes	1.97	1.55%
Citrus – Bananas	1.44	7.17%
Citrus – capsicum	1.21	2.45%
Citrus – carrots	1.58	2.48%
Cucumbers – Apples	1.30	2.37%
Cucumbers – Bananas	1.32	3.32%
Cucumbers – Bunch Vegies	1.44	2.13%
Cucumbers – capsicum	1.83	1.88%
Cucumbers – Citrus	1.19	2.55%
Cut Veggies – Bananas	1.20	1.97%
Cut Veggies – Citrus	1.14	1.60%
Eggs – Bananas	1.13	1.65%
Grapes – Apples	1.25	2.10%
Grapes – Bananas	1.27	2.93%

Total

Support basket and Lift by Basket

